



0-0-1-3

Developing A Responsible Drinking Culture

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90 SW/CC**



Zero Drinks if
you are Under 21!

Zero DULs!

1 Drink
per hour, MAX!

3 Drinks in one
Night, MAX!



Why This Issue

- **US Surgeon General: national health crisis**
- **Heavy drinking now starts as early as age 9**
- **We represent Society**
 - **Recruits have years of drinking behind them**
- **Subsequent discipline hurts readiness**
- **CCs ill-equipped to respond**
 - **Focus often limited to DUIs**
 - **Misapply personal experience; very different today**
 - **(#1 Risk) Most have given up—too hard to stop**

**IRRESPONSIBLE DRINKING = CLEAR & PRESENT
DANGER**



Why This Issue

- **Annually alcohol is a key factor in:**
 - **Traffic Fatalities 40%**
 - **Assaults 72%**
 - **Suicides 35-80%**
 - **Sexual Assaults 52-90%**
 - **Murders 50-76%**
 - **Spouse or Child Abuse 50-65%**
 - **Drowning 69%**

Derived from multiple sources

FIGHTING BAC!



How 0-0-1-3 Is Different

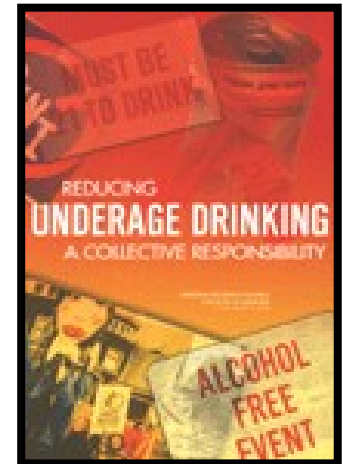
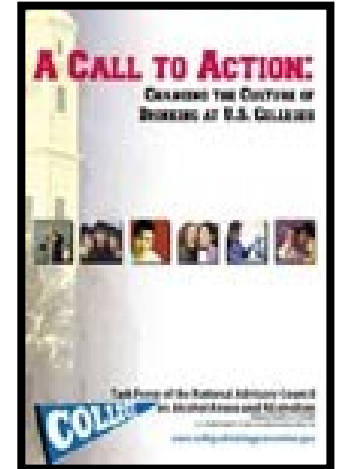
- **Strictly based on national research**
 - **Translated to military culture and values**
- **Use of state and national experts**
- **Focus Group tested before release**
- **Integrated, science-based, comprehensive**

GIVE TOOLS / HOPE TO FIELD COMMANDERS



How 0-0-1-3 Is Different

- **National Institute of Alcohol Abuse and Alcoholism, “A Call to Action: Changing the Culture of Drinking at US Colleges”, 2002**
- **Institute of Medicine, “Reducing Underage Drinking: A Collective Responsibility”, 2003**



**CROSSROADS: A RESPONSIBILITY TO ACT --
AN OPPORTUNITY TO LEAD**



What 0-0-1-3 Is Not

- **NOT solely an anti-DUI program**
 - Alcohol factors in all types of adverse effects
 - Most do not involve a vehicle

 - **NOT a media campaign**
 - Nat'l research shows message-only programs fail
 - 0-0-1-3 is one slogan / component
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What 0-0-1-3 Is Not

- **NOT a moral campaign**
 - This is a public health crisis
 - Translates into a readiness / public image problem

 - **NOT a quick fix**
 - Commanders must understand national research
 - If turned over to Community Action Information Board (CAIB) / Alcohol and Drug Abuse Prevention and Treatment (ADAPT) Program alone, it will fail
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The Approach

INDIVIDUAL LEVEL

- Pre-Screening Education
- Treatment • Discipline

BASE LEVEL

- Awareness
- Education
- Prevention
- Intervention

RESPONSIBLE
DRINKING
CULTURE

Integrated
3-Pronged
Approach

COMMUNITY LEVEL

- Collaboration
- Responsible Alcohol Service
-

Disciplinary



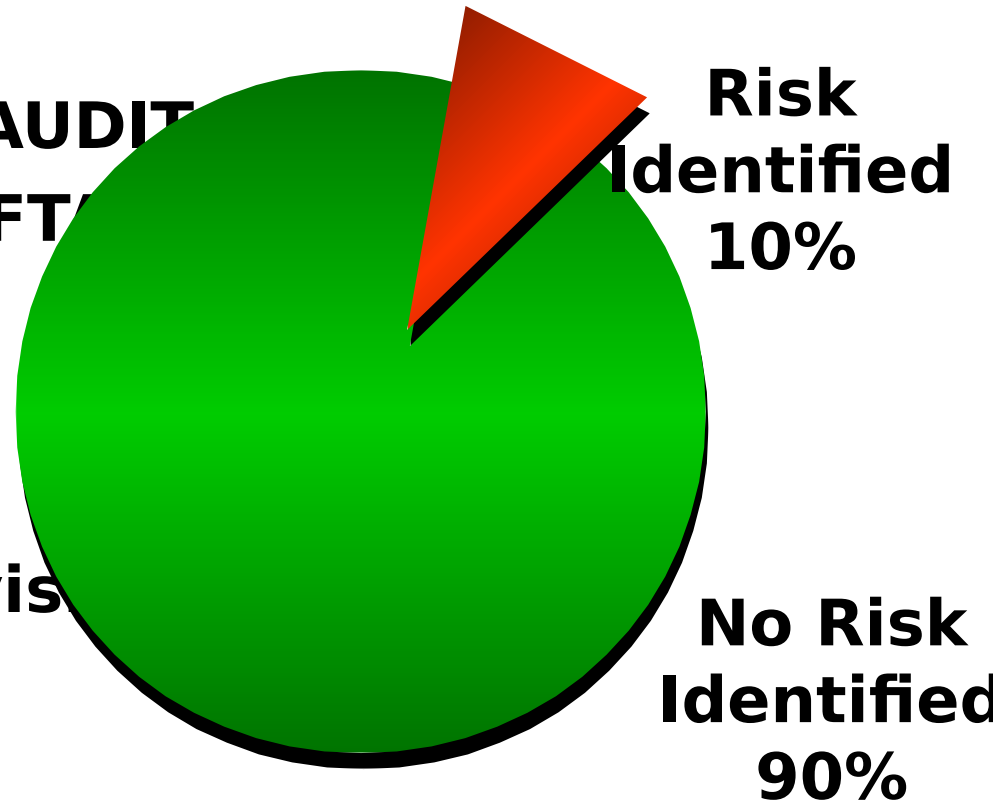
Individual Level

- **PRE-SCREEN troops**
 - Nationally recognized Alcohol Use Disorder Identification Tool (AUDIT) given at FTAC / Right Start
 - Same tests used in colleges, USAFA, Sheppard, Misawa
 - Identifies those w/problems or disposition to alcohol misuse
 - **TREATMENT for serious alcohol abusers**
 - ADAPT tailored plans
 - **EDUCATION for anyone else who screened high**
 - Six-hour ADAPT class on coping, dangers, etc.
 - NOTE: ADAPT failure rate ~ 10%
 - NOTE: Treatment / education also part of response to an actual alcohol related incident
 - **DISCIPLINE w/ swift, public response to criminal behavior may include summary courts or public NJP**
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AUDIT Results

- **Score average of 270 AUDIT monthly (Right Start, FT PHAs)**
- **~10% Identified as “At Risk”**
 - **score >8**
- **Expect 10-12% Recidivism After Initial Interview**





Base Level

- **Why 0-0-1-3**
 - **“0-0”**: Just restates the law
 - **“1”**: Liver can only process 1 drink / hour
 - **“3”**: Targets binge drinking
 - **Binging is most dangerous form of abuse**
 - **10X increase in negative consequences**
 - **Most research starts binging threshold at 4 drinks**
- **Slogan easily remembered**
- **Affects behavior at overt, subconscious and peer levels**

KEEP BAC < .05



Base Level



Agreement

- **Moral contract to all military & civilian members**
 - **First-line supervisors implement; Place in PIF**
 - **Wing CC letter to family members**
 - **Alcohol section in annual Life Skills briefings**
 - **Publish adverse actions**
 - **Professional development curriculum**
 - **CC Calls / FTAC / Right Start**
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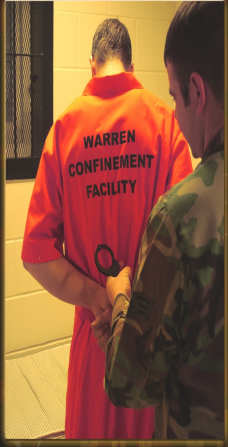


Base Level

- **Aggressive public affairs campaign**
 - **Must change approximately every 6 weeks**
 - **Themes and target population**
 - **Younger / Older crowd**
 - **Alternate “Positive” / “Negative” messages**
 - **Focus Groups: FTAC, ALS, Top 3, CGOPD...**
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“Bad Call” Campaign



BAD CALL

0-0-13

DRANK 'TILL 2
at buddy's pad

Made out with
SOME CHICK

STOPPED
at the Front Gate

DUI
with a BAC .11


BAD CALL



0-0-13

FOUND GUILTY
of DUI and Rape

Received
REDUCTION TO E-1



FORFEITURE OF PAY
and Allowances

DISHONORABLE DISCHARGE

BAD CALL

Don't Make A
BAD CALL



BAD CALL

0-0-13

she was there when
YOU ENLISTED

she's pinned on
YOUR STRIPES

she's got so much
INVESTED

how do you tell her
YOU JUST
THREW
IT AWAY

BAD CALL



0-0-13

getting car out of
IMPOUND: \$187

increase in annual insurance
PREMIUMS: \$4000



court costs of
PLEADING GUILTY: \$1296

NOT USING YOUR DESIGNATED DRIVER:

BAD CALL

Don't Make A
BAD CALL



“Beer Man” Campaign

MYTH #13:

I don't feel the effects.

A photograph of a man and a woman standing in front of a height measurement chart. The man is looking at the camera with a surprised expression, while the woman is smiling and pointing at him. The chart shows measurements from 60 to 90 inches.

DON'T LISTEN TO THE BEER

FEEL THE EFFECTS
DON'T LISTEN TO THE BEER

0-0-13

BUSTED

MYTH #8:

I don't have far to go.

A photograph of a man dressed as a beer can, wearing a brown jacket and blue jeans, being arrested by a police officer in a camouflage uniform. The man is holding a beer can in his hand.

DON'T LISTEN TO THE BEER

DON'T LISTEN TO THE BEER

0-0-13

MYTH #23:

I make better decisions when I drink.

A photograph of a man dressed as a beer can, wearing a white shirt and a tie, sitting at a desk. He is holding a beer can in his hand. The desk has a lamp and some papers on it.

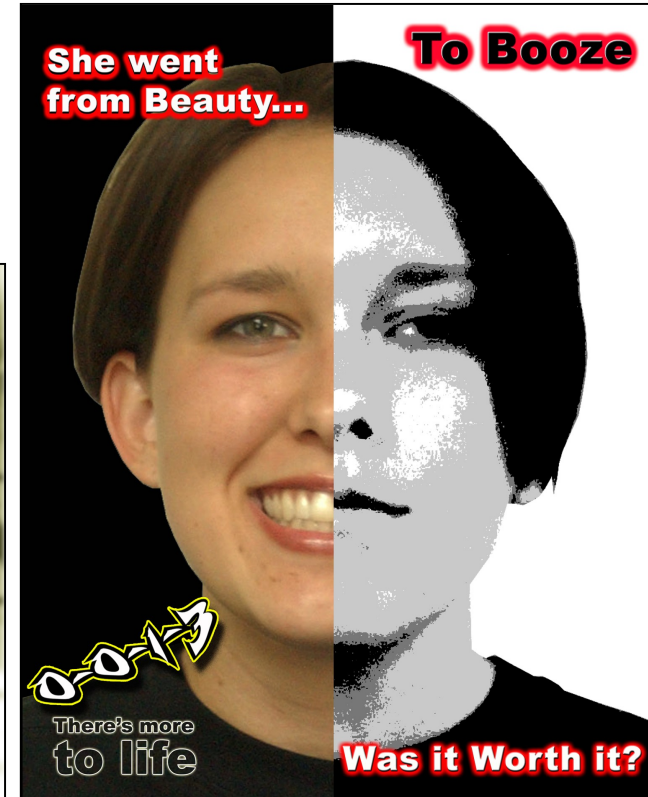
DON'T LISTEN TO THE BEER

DON'T LISTEN TO THE BEER

0-0-13



“There’s More To Life” Campaign



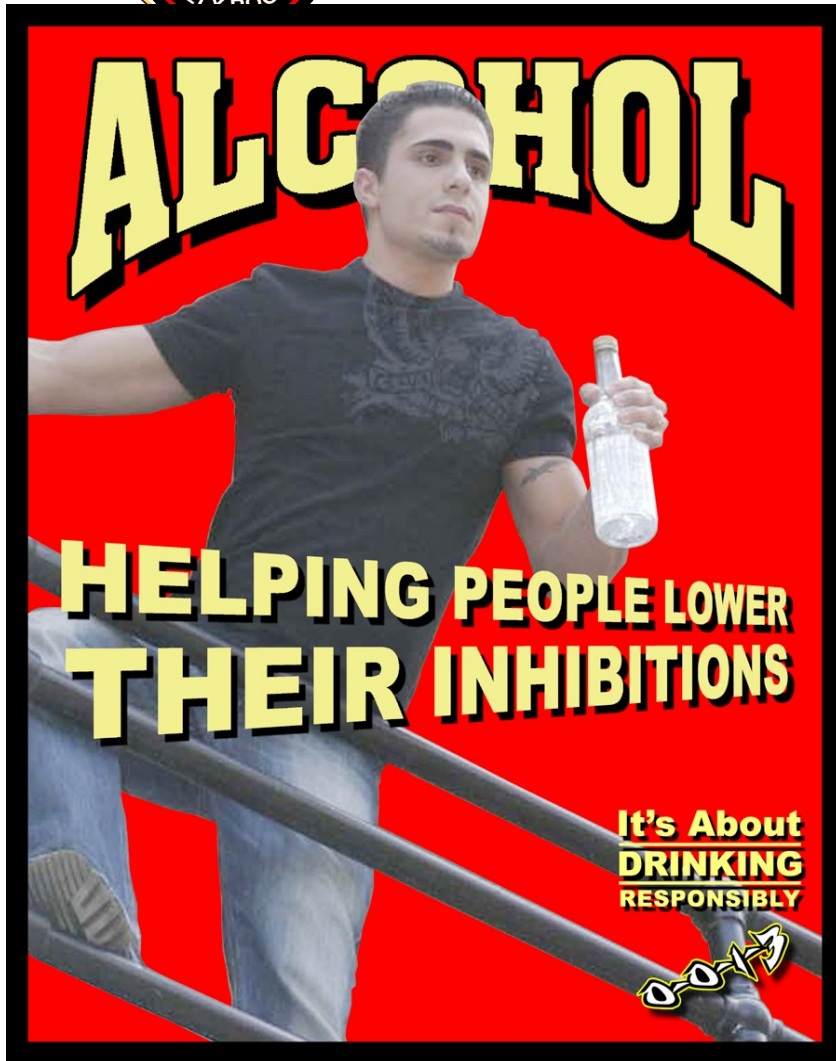


“It’s About Drinking Responsibly” Campaign





“It’s About Drinking Responsibly” Campaign





Base Level

- **Anonymous Arrive Alive Taxi**
 - **(#1 Need) Alternative activities**
 - **This generation does not RSVP, waits until 2130 or later to go out, doesn't like what CCs like**
 - **Dorm Escape (Chapel run)**
 - **Make a Difference (MAD) Crew**
 - **Private chartered organization**
 - **For airmen, by airmen, events on / off base**
 - **SVS activities after 2100**
-



Base Level

■ Completed

- Hip-Hop Hoops / Aquatics
- 24 / 7 B-ball
- Club dances
- Late Friday / Saturday movies
- Outdoor paintball
- Outdoor Recreation Programmer

■ In Work

- In-door paintball
- Laser Tag
- Climbing wall
- Boxing / Wrestling clubs
- Batting cages

- Small numbers add up
- Menu of options
- NAF needs to be healthy



Community Level

- **Wing CC letter to area alcohol retailers**
 - **Cheyenne, Laramie, Ft Collins and Greeley**
 - **Armed Forces Disciplinary Control Board**
 - **Notified 4 establishments of unlawful actions jeopardizing safety of base personnel**
 - **Responses corrected management deficiencies**
 - **Partner for consistent beverage service**
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2004 Results*

	2Q	3Q	4Q
INCIDENTS REDUCED	25%	59%	75%
INFRACTIONS REDUCED	30%	66%	73%
UNDERAGE DRINKING REDUCED	22%	70%	81%
DUIs REDUCED	27%	45%	36%

*** Compared to 1Q 2004 before program began;
few statistics kept prior to 2004**



Other Trends

AVERAGE AGE ↑

AVERAGE BAC ↓

LONE SUBJECTS ↑

Maintenance

Action

Preparation

Contemplation

Precontemplation





Positive Press

- **Community interest**
 - **WY First Lady Leadership Award**
 - **WY Governor's Council on Impaired Driving**
 - **WY-MT Safety Council**
 - **WY Enforcing Underage Drinking Laws (EUDL) Council**
 - **WY Protection and Advocacy System**
 - **National EUDL Conference**
 - **American Public Health Association National Convention**
 - **Anheuser Busch Community Relations**
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Positive Press

- **Media interest**
 - **USA Today**
 - **CNN Medical News**
 - **Military Print Media (AF Times, Early Bird, Military.com)**
 - **AF TV News**
 - **Local Paper / Radio**
 - **DoD interest**
 - **Misawa, Kirtland, Luke, Malmstrom, Buckley, ANG Training & Education Center, PACFLEET, ACC, Vandenberg, Ogden Air Logistics Center, AF Surgeon General, AFSPC Surgeon General, Tinker, and more.**
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Is This Right For You?

- **Enlistment and Point-of-Commissioning training is ideal for teaching the AF Culture**
 - Intervene prior to mission impact
 - Establish the norm prior to first assignment
 - **Model leadership intervention as it is on Active Duty**
 - Good fit with Wingman Culture concept
 - Proactive intervention versus Reactive
 - **Participative Model**
 - Take personal ownership
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